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ABSTRACT

Survey data on newspaper food editors and newspaper readers were collected through a title-rating technique. Analysis of responses to 40 food titles and leads indicated three newspaper food-editor types: transitional, traditional, and "new guard." Food-page readers fell into two types: information oriented (nutritionists) and cooking oriented (chefs). Food writers were asked to predict title-ratings for their perceived editor types and for themselves. Writers generally perceived at least two types of food editors, a traditional type and a contemporary type. Writers were aware that these editor types have different news judgments and saw themselves as similar in news judgment to the contemporary editor type. Accuracy scores showed that food writers had a good concept of the news judgments of actual editor types. Most writers agreed with the food-news judgments of at least one type of newspaper food editor and with the food-news preferences of at least one type of reader. (Author/AA)

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A COORIENTATIONAL STUDY OF FOOD PUBLIC RELATIONS PRACTITIONERS, EDITORS AND READERS

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Studies of many aspects of news and newspapers have been made, but none has considered the news judgment of newspaper food editors. To varying degrees food editors fill the pages of newspaper food sections with copy written by food public relations practitioners. This copy may include recipes which call for the use of brand or generic names of company food products. A unique situation is created whereby food companies or the companies' public relations agencies submit their interpretation of food news as a publicity effort and food editors receive a rich supply of new ideas for the papers' readers. Both writers and editors have something to gain if the information received is usable.

If food public relations practitioners--who for brevity will be called food writers--had a clear concept of food editor types and story preferences, they would have a better opportunity to write copy which had a more successful rate of "pick up" or placement. It follows that food editors would have more usable copy to choose from if food writers knew those editors' story needs and preferences. However, before the result of this communication can be successful, food writers and editors must have a knowledge of the food news needs and interests of their audience.

What are the food story preferences of food editors? Is there more than one general type of newspaper food editor? If so, do food news preferences vary with these types? How do food writers perceive newspaper food editors? Are these perceptions accurate? Is there more than one type of newspaper reader in terms of food news preferences? If so, what are the types of newspaper food readers and what are their food story preferences? How well do the food news judgments of newspaper food editors and food writers correlate with reader food news preferences? To

find the answer to these questions is the purpose of this study.[1]

Theory

Coorientation was first defined by Newcomb as the communication of two persons with each other about some external object.[2] Grunig offered a clear idea of coorientation research when he wrote:

> In coorientation research, people basically are asked what they think another person with whom they have or could have communicated are thinking. When these responses are compared with the other person's thought processes, it is possible to determine communication problems.[3]

Westley and MacLean expanded Newcomb's model to primary groups and social systems.[4] An application of some of their ideas to a study of food writers (A) and food editors (B) shows that A selects from many potential stories (Xs) the ones to send to B. B also receives other information directly about A which might influence B's perception of A and X. A, by submitting releases about their products to B intend to inform consumers, but they must do it through the criteria or information preferences of the editor gatekeepers.

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[1]This paper is adapted from a master's thesis advised by Dr. James E. Grunig. The author wishes to thank him for his valuable help and interest.

[2]Theodore M. Newcomb, "An Approach to the Study of Communicative Acts," Psychological Review 50 (November 1953): 393-404.

[3]James E. Grunig, "A Case Study of Organizational Information Seeking and Consumer Information Needs," paper presented to the Public Relations Division, Association for Education in Journalism, San Diego, Calif., August 1974.

[4]Bruce H. Westley and Malcolm S. MacLean Jr., "A Conceptual Model for Communications Research," Journalism Quarterly 34 (Winter 1957): 31-38.

Tichenor and his colleagues used the Westley and MacLean model as a framework for hypotheses on predicting A's success in placing X with B in a study of county extension agents (A) and community editors (B).[1] The relationship between the county extension agents and the community editors is not unlike the relationship between food writers and food editors. Both agents and writers have messages to give to publics through editors. The editors may or may not want to use the messages sent to them by these news sources. Tichenor presumed that A and B had different criteria for message selection: A chose X in terms of his own aims, what he wanted the audience to know about the aims of his reference groups; B chose X according to the perceived interest of the audience. For the study, 88 pairs of A's and B's of community newspapers in Minnesota were selected according to the known pattern of use of X from A. One person conducted personal interviews with all respondents. Success of placement was interpreted by column inches and the percent of newshole devoted to agent material. Responses to questions were weighted, and agreement was the absolute difference between editor and agent, with a zero difference meaning complete agreement. The findings showed that (1)A's own values were closer to B's values than A thought they were, (2)editors who view A's Xs as higher in audience appeal tend to rate A more highly as a news source, and (3) face to face contact between A and B seems unrelated in B's opinion of A as a news source.

Understanding just what constitutes audience appeal is a

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[1]Phillip J. Tichenor, Clarice N. Olien, and George A. Donohue, "Predicting a Source's success in Placing News in the Media," Journalism Quarterly 44 (Spring 1967): 32-42.

complex subject and studies in consumer behavior show why. Engel, Kollat and Blackwell described an ongoing filtering process in all consumers which screens topics for individual attention.[1] Thus, what a newspaper's readers select to read in a food section depends on the compatibility of the message content with the readers' dispositions. These authors wrote,".. selective exposure is a problem that any communicator must contend with, because the actual audience almost always is less than the desired audience."[2] Food writers, then, have the double challenge of writing copy that appeals to food editors and to the food editors' generalizations of their readers' food news preferences.

Some editor types have been studied. In a factor analysis based on editors ranking stories, Ward found that editors had essentially the same story preference pattern.[3] Clyde and Buckalew did a Q-factor analysis of news editors and found 18 out of 30 editors to be of one type.[4] Buckalew studied television news editors' decisions and did a correlation and factor analysis to find relationships between the use of a story by an editor and the news value it contained, between use of a story and the background of the editor, and between use of a story and the

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[1]James F. Engel, David T. Kollat and Roger D. Blackwell, Consumer Behavior, 2nd ed. (New York: Holt, Rinehart and Winston, Inc. 1973), p. 211.

[2]Ibid., p. 213.

[3]Walter J. Ward, "News Values, News Situations, and News Selections: An Intensive Study of Ten City Editors" (Ph.D. dissertation, University of Iowa, 1967).

[4]Robert W. Clyde and James K. Buckalew, "Inter-media Standardization: A Q-Analysis of News Editors," Journalism Quarterly 46 (Summer 1969): 349-51.

nature of his television station, including its size and market.[1] Differences between the editors were found to be related to the size of the community an editor worked in and his amount of education. Other editor differences were proposed by Donohue and colleagues who suggested that individual attitudes and abilities may be related to decisions in gatekeeping and information control.[2] It has yet to be determined whether or not food editors resemble their counterparts who deal with other types of news. Since food sections may be looked upon as innovations which are included in newspapers to increase profits, gatekeeping studies of editors selecting hard news are not rich sources for selecting theories about food editors.

Harris studied magazine editors from the point of view of what they rejected rather than selected. He analyzed 1,553 rejected releases from 22 industrial magazines. In addition he obtained the editors' opinions on why releases are rejected. The editors gave the following reasons: (1)they lacked news or provided no information, (2)they were poorly timed so that they were received too early or too late to be of use, (3)the company sent too many releases in a short period of time which automatically rejected them no matter how well written or interesting they were, (4) the stories lacked novelty, (5) the releases were a deliberate deception, and finally, (6) the manuscripts were not

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[1]James K. Buckalew, "A Q-Analysis of Television News Editors' Decisions," Journalism Quarterly 46 (Spring 1969): 135-7.

[2]George A. Donohue, Phillip J. Tichenor and Clarice N. Olien, "Gatekeeping: Mass Media Systems and Information Control," in Current Perspectives in Mass Communications Research, eds. Gerald F. Kline and Phillip J. Tichenor (Beverly Hills: Sage Publications, Inc., 1972), pp. 41-69.

neat. Evidence for the preferability of less than a page over releases of a page or more in length was inconclusive.[1] The writers of the rejected releases were wrong in what they thought the editors would use and the rejected releases are an indication of communication problems.

Evidence of inaccuracy of perception between news sources and newsmen is further provided by Gieber. He studied civil liberties groups and reporters and found that a genuine difference in perception of news existed because what was news to a source was not news to a reporter.[2] Carter studied the way newspapers are perceived and evaluated by major sources of news. In a study of school superintendents in California he found that schoolmen perceived newsmen as catering to reader interests. Those schoolmen who perceived that what the readers should know and wanted to know as identical had a more favorable attitude toward the press.[3] Carter recommended that specific studies be done to study the relationships between specific news sources and specific gatekeepers.

The conceptual framework of Chaffee and McLeod's general model of coorientation defines three concepts: accuracy is a comparison of A's predictions of B's ratings of X with B's actual ratings; agreement

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[1]David H. Harris, "Publicity Releases: Why They End Up in the Wastebasket," Industrial Marketing 46 (June 1961): 98-100.

[2]Walter Gieber, "How the 'Gatekeepers' View Local Civil Liberties News," Journalism Quarterly 37 (Spring 1960): 199-205.

[3]Roy E. Carter Jr., "The Press and Public School Superintendents in California," Journalism Quarterly 31 (Spring 1954): 175-85.

is a comparison of A's ratings of X and B's ratings of X;and congruency is a comparison of A's prediction of B's rating of X to A's own rating.[1] Using this paradigm, Atwood studied the story preferences of newsmen and readers and how these groups perceived each others' choices.[2] He found substantial agreement in their preferences. Tannenbaum applied the model to science writers, editors and readers. He found that the media did not present to the public what the public wanted, in terms of science news, but what the media people thought the public wanted. Further, Tannenbaum found different choices of stories of science news between science writers and editors. Editors considered stories valuable if they were exciting; scientists, science writers and science news readers did not.[3] Grunig used the model to study communications problems between a community development agency and the low-income persons who used the agency.[4] He found that Blacks had more congruency with the clientele than did Whites, but Whites showed accuracy in knowing what the clients thought. The research questions for this study of newspaper food editors, food readers and food writers draw upon the theoretical framework of the Chaffee and McLeod model. The questions are, (1) do food writers have the

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[1]Steven H. Chaffee and Jack M. McLeod, "Sensitization in Panel Design: A Coorientational Experiment," Journalism Quarterly 45 (Winter 1968): 661-9.

[2]L.E. Atwood, "How Newsmen and Readers Perceive Each Others' Story Preferences," Journalism Quarterly 47 (Summer 1970):296-301.

[3]Percy H. Tannenbaum, "Communication of Science Information," Science 140 (May 1963): 579-83.

[4]James E Grunig, "Communication in a Community Development Agency," Journal of Communication 24 (Autumn 1974): 40-46.

same news judgments as food editors? (2) Can food writers accurately predict the types of food editors that exist? (3) Can food writers accurately predict the news judgments of newspaper food editors? And (4) do the news judgments of newspaper food editors and food writers correlate significantly with the food news interests of newspaper readers?

Methods

The first part of this study focused on defining types of newspaper food editors. Three hundred newspaper food editors from the approximately 790 listed in Working Press of the Nation, Volume I, were randomly selected and mailed a survey which consisted of two parts. The first part of the survey was a list of 40 food titles and leads. The editors were asked to rate the titles and leads from zero to 100 according to their likelihood of using such a story in their food section. The subjects of the story titles and leads were evenly divided into 10 categories: economy, nutrition, convenience, novelty, party ideas, gourmet, feature recipe with a menu, low-calorie, nostalgia and seasonal. There are undoubtedly other areas of food information in which editors are interested, but this study concentrated on these common types of "food news". The titles and leads were selected from stories appearing in food sections of newspapers. The second part of the survey asked questions such as the frequency with which food editors used food copy supplied to them from sources such as food companies or public relations agencies, their main reasons for using or not using such releases, the food topics of major interest to them, their papers' circulation, their cities' population and other similar data.

The rating of the titles and leads was adapted from research

done by Haskins. Haskins had respondents give ratings of their interest in titles expressed numerically in terms of a thermometer scale. Zero meant they would be "extremely sure not to read" the article and 100 would be "extremely sure to read" the article on the basis of the title. The readers in a voluntary situation accepted or rejected an article on its "apparent content".[1] Haskins found that written elements were the most influential in affecting acceptance or rejection. Thus, illustration, photos and display elements were not used. Haskins also found that the numerical thermometer scale closely predicted absolute item readership percentages and the rank order of a group of items. By using the numerical scale, the data can be statistically analyzed.

Stevenson confirmed title-rating usefulness in predicting readership and in determining rank order of articles in a study done by the United States Information Agency.[2] The number of titles used in the study varied from 10 to 20 and included a one or two sentence summary. The ranking of a series of titles from highest to lowest accurately predicted actual readership of specific magazine articles. Title-rating was used by Allen to measure relative reader interest only, not to predict actual readership.[3]

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[1]Jack B. Haskins, "Pretesting Editorial Items and Ideas for Reader Interest," Journalism Quarterly 37 (Spring 1960): 224-30.

[2]Robert L. Stevenson, "Cross-Cultural Validation of a Readership Prediction Technique," Journalism Quarterly 50 (Winter 1973): 690-6.

[3]Sue Allen, "Predicting Reader Interest in Anthropology Column," Journalism Quarterly 52 (Spring 1975): 124-28.

MacLean has suggested Q-analysis as a means to correlate and factor persons to find how items go together empirically.[1] Q-factor analysis was used to determine types of newspaper food editors on the basis of their response to the title-rating.[2] It should be noted that the responses were not forced into a normal distribution as is usually done in a Q-sort. Factor scores were standardized into Z-scores to allow comparison across factors. A comparison of Z-scores for all variables on one factor showed which variables defined types.

The second phase of the study was based on a telephone survey o 50 people in Prince George's County, Maryland. The respondents were contacted through random digit dialing, and each interview lasted from 15 to 20 minutes. Prince George's County was selected because it is a suburban county of Washington, D.C. which has a good economic mix. The respondents were asked to rate from zero to 100 how interested they would be in reading the identical 40 titles and leads administered to the newspaper food editors by mail survey. Some demographic data was also obtained. Q-factor analysis was performed to determine types of food readers based on their rating responses. It should be noted that since case groupings develop types and the characteristics of the types are more important than an exact percentage distribution, large samples are not necessary.[3]

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[1]Malcolm S. MacLean Jr., "Some Multivariate Designs for Comm--unications Research," Journalism Quarterly 42 (Autumn 1965): 614-22.

[2]Computer analyses were conducted at the University of Maryland Computer Science Center with financial support from the Center.

[3]James E. Grunig, "Some Consistent Types of Employee Publics," Public Relations Review 1 (Winter 1975): 20.

The third phase of the study focused on the three coorientation concepts of Chaffee and McLeod, congruency, accuracy and agreement as they applied to food writers, their food news judgments and their perceptions of food editor types. This required an application of the coorientation concepts to groups or editor types. Grunig and Stamm wrote, "Application of coorientational concepts to collectivities requires the assumption that there is such a thing as a collective cognition."[1] McLeod explained how this could be done. He wrote, "To obtain this information we might present the person with various scale positions relevant to the object of study and ask him to tell us what proportion of people comprising that entity would hold each position."[2]

Nine food writers of a major public relations agency were given a list of the same 40 titles and leads administered by mail to the food editors and by telephone to the newspaper readers. They were asked to rate on a scale of zero to 100 how good a story they thought each item would make for the food pages of a newspaper. They were also asked to think of how food editors would rate these same stories. The instructions, which were written with an awareness of the necessity to allow writers to recognize editors of several types if they wished to, read, "You may think that all editors would rate them alike or you may think that different types of editors would rate them differently. If you think there is more than one type of food editor - in terms of news judgment- then tell me briefly what each type is like."

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[1] James E. Grunig and Keith R. Stamm, Communication and Coorientation of Collectivities," American Behavioral Scientist 16 (March-April 1973): 558.

[2] Jack M. McLeod, "Issues and Strategies in Coorientational Research," paper presented at the Symposium on Communication, Communication Theory and Methodology Division, Association for Education in Journalism, Columbia, South Carolina, August 1971.

Pearson correlations were done for congruency, a comparison of the writers' predictions of editor ratings of the 40 items to their self ratings; for accuracy, a comparison of the writers' predictions of editor ratings to actual editor ratings; and for agreement, a comparison of the writers' ratings for self with the actual editor ratings and actual reader ratings. The Pearson correlations for accuracy were followed by first order partial correlations which eliminated agreement. Wackman has shown that simple measures of accuracy can be "...confounded with measures of agreement between the two persons whose ratings are being compared."[1] He proposed a partial correlation measure of "real" accuracy which correlates more closely accuracy of predictions about a rating with an actual rating without the influence of any projection or anti-projection process. For example, a food writer may see herself as very similar to a perceived type of food editor. On that basis, the writer may project her own views into her perceived views of the food editor, making predictions which are by chance accurate or inaccurate. Removing this chance accuracy gives a more real or factual assessment of the situation by separating different components such as response sets which might affect an accuracy score.

Results

One hundred forty nine newspaper food editors of the 300 editors sampled, or 49.7 percent responded to the questionnaire. Of those respondents, 133 questionnaires, or 44.3 percent were complete and had

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[1]Daniel B. Wackman, "A Proposal for a New Measure of Coorientational Accuracy or Empathy," paper presented to the Communication Theory and Methodology Division, Association for Education in Journalism, Berkeley, Calif., August 1969.

been received at the time of this tabulation. Those 133 respondents, on the basis of their title-ratings, were classified by Q-factor analysis into three major types.

Editor type I, with 56 members, was the largest and was named the "Transitionalists". The data from the title-rating and the responses to the second part of the questionnaire detailed an editor type that has changed the orientation of her food section from recipes and cooking to nutrition and information. The Transitionalists showed a preference for nutrition and low-calorie items and for nostalgia and seasonal items devoted to canning. Economy items were also given high ratings, but since economy appealed to all three editor types it was not a distinguishing characteristic. Low interest was shown for gourmet, feature recipe with a menu and novelty items. Mean circulation of newspapers of editors in type I was 43,000 and mean population of the city in which it is found, 117,000. This data suggests the Transitionalists edit small circulation newspapers in relatively large cities. Transitional type editors, then, include editors of "second" newspapers in cities, that is the smaller newspaper in cities that have competing newspapers.

Type II editors are the "Traditionalists". The Traditionalists, with 48 respondents, comprised the second largest type. These editors showed a preference for convenience, feature recipe with a menu, novelty and gourmet items. These are the traditional "news" items found on food pages. These editors showed a marked lack of preference for the nutrition items, suggesting that they are much less interested in providing information-oriented food articles. Mean circulation of the newspapers represented by the Traditionalists is 72,000 and mean population of their cities, 47,000.

This suggests that these editors are small town food editors for newspapers which serve a county area. By encompassing larger areas, their circulations are greater than that of newspapers in type I.

The type III food editors can be called the "New Guard". With 29 editors, this was the smallest type. The mean circulation of the newspapers of the New Guard editors is 81,000. This circulation figure is the largest of the three types indicating that these editors represent the largest newspapers. The mean population of their cities is 514,000. Within this type can be found the big city newspaper food editors who work on the "first" or larger of two competing newspapers in their cities. This editor type seems to show more selectivity and diverse food news interests since their food news preferences are more spread out across the 10 categories.

A majority of all three editor types report frequently using agency or company releases. The main reasons the Transitionalists who use prepared releases reported selecting them were for the good photos which often accompany such releases, for new ideas, for recipe and menu ideas, and for technical reasons. Technical criteria are defined as practicality of the suggestions in the release, suitability to the paper's readers and editorial rather than commercial slant. The Traditionalists listed good photo, recipe and menu ideas and needed filler as the main reasons they used or selected prepared releases and the New Guard listed good photo, new ideas, recipe and menu ideas and technical criteria.

The main reasons Transitionalists gave for rejecting prepared releases were because they conflict with the newspapers' advertising policies, they have inherent bias, the editors lack space in which to use the releases and the recipes accompanying the releases are too elaborate,

complicated and expensive. The Traditionalists listed conflict with advertising policies of their newspapers as the main reason they do not use prepared releases. Their second major reason is that the releases are too elaborate, expensive and complicated. The New Guard gave inherent bias and non-quality presentation as the two main reasons they reject agency or company releases.

The food editors were asked which food topic or topics were of major interest to them. Transitionalists listed nutrition and economy most often. Both of these responses were in keeping with the title-rating results which showed this type giving high ratings to nutrition and economy items. Traditionalists listed economy, nutrition, and recipes and menus as the food topics of most interest to them. Their interest in nutrition was a surprise since these editors gave the nutrition items low marks in the title-rating. Apparently, when actually confronted with a nutrition title and lead it appeals less to this type than does the general concept of "nutrition". Their interest in uncomplicated and easy recipes and menus was in keeping with the title-rating. The New Guard listed economy as a big favorite followed by nutrition, consumer education, gourmet and wine and low-fat and diet. These responses were again in keeping with the title-rating. This type continued to show an interest in both food-oriented and information-oriented topics. Their listing of gourmet and wine as a major interest shows that their interest in food and recipes is of a sophisticated nature.

The survey gave three final pieces of information about newspaper food editors. Only one editor in the Transitional type and two editors in the New Guard type had access to a test kitchen. Many editors across all types, however, added that they use their kitchens at home to test

recipes received at work. All three editor types listed recipes as having prime importance for them. The Transitionalists and New Guard listed stories second and photos third in order of importance while Traditionalists ranked photos second and stories third. All three editor types do place emphasis on regionality in the food stories they write and select.

The second phase of the study was a telephone survey of 50 newspaper readers. The Q-factor analysis of the food news preferences of newspaper readers resulted in two major types with one respondent typical of neither type. There were 29 people in the first type called the "Nutritionists". These readers showed through title-rating greater interest in nutrition and low-calorie items than in the recipe or menu items. In other words they are more information-oriented than recipe-oriented. There were 20 people in the second reader type which we called the "Chefs". This type showed a greater interest in novelty, feature with menu and gourmet items than in the nutrition or low-calorie items. Consensus items or the items the reader types rated similarly showed a strong consensus on economy. This reflects tight household budgets and consumer interest in high food costs. The reader types also shared a mutual interest in convenience and canning.

The characterization of the two reader types across demographic questions showed that age, income, food news readership and education yielded no significant differences between types. This suggests that the differences in types of food readers has more to do with psychographics such as values or culture than demographics. Sex did appear to have some distinguishing value between the two reader types. Eleven out of 13 men were catagorized in the Nutritionists type suggesting that most men prefer nutrition and low-calorie food information to recipe and menu information.

This preference for nutrition versus recipes and menus was significantly greater in men than in women ($p<0.05$).

The coorientation phase of the study began with nine food writers of a major public relations agency rating the 40 food titles and leads for themselves. They then were asked to describe the food editor types they perceived and to rate the titles and leads for those editors. Congruence scores compare the writers' predictions of editor ratings to their ratings for self. The congruency scores illustrated that most of the food writers recognized that there are several types of newspaper food editors and that these editors rate food news differently. Traditional and contemporary editor types were most often described. The writers saw themselves similar, in terms of news judgment, to a consumer-oriented, contemporary type of food editor.

Accuracy scores which compared the writers' predictions of the editor ratings with the editors' actual ratings and with the readers' actual ratings are seen in Tables 1-8. Both zero order and partial correlations are shown.

Writer 1's first prediction of an "old guard" editor type correlated significantly with the Transitional editor type and the Nutritionist reader type. Her second predicted "young guard" type correlated very significantly with the Transitional editor type and the Nutritionist reader type. Before the partial correlations, ratings for the second predicted type correlated significantly with the actual Traditional editor type and Chefs reader type, and near significance with the New Guard editor type (see Table 1).

TABLE 1.--Comparison of writer 1's predictions of editor ratings of 40 items with actual editor ratings and with actual reader ratings

	ACTUAL EDITOR TYPES			ACTUAL READER TYPES	
	I TRANSITIONAL-ISTS	II TRADITIONAL-ISTS	III NEW GUARD	I NUTRITION-ISTS	II CHEFS
I					
R	-.3089 s=0.026*	.0562 s=0.365	-.1135 s=0.243	-.6830 s=0.001	-.1952 s=0.114
Partial R	-.2759 s=0.045	.1116 s=0.249	-.0325 s=0.422	-.5852 s=0.001	-.1351 s=0.206
II					
R	.4077 s=0.005	.2835 s=0.038	.2510 s=0.059	.4492 s=0.002	.2971 s=0.031
Partial R	.3869 s=0.007	.2494 s=0.063	.1519 s=0.178	.3857 s=0.008	.2276 s=0.082

*s equals significance level.

Writer 2, who saw all food editors as alike, did not predict accurately any of the types of food editors that actually exist. The predicted editor type did correlate significantly with the Nutritionist reader type before and the Chefs reader type after the partial correlations (see Table 2).

TABLE 2.--Comparison of writer 2's prediction of editor ratings of 40 items with actual editor ratings and with actual reader ratings

	ACTUAL EDITOR TYPES			ACTUAL READER TYPES	
	I TRANSITIONAL-ISTS	II TRADITIONAL-ISTS	III NEW GUARD	I NUTRITION-ISTS	II CHEFS
I					
R	.1661 s=0.153	-.1983 s=0.110	.1692 s=0.148	.2829 s=0.038	.0327 s=0.421
Partial R	.1455 s=0.188	.1996 s=0.112	.0845 s=0.305	.1099 s=0.253	.3053 s=0.029

All of writer 3's editor type predictions correlated with the

actual Transitional editor type. The second prediction of an editor type with an "average knowledge of food and median income readers" correlated significantly after the partial correlations with the actual Traditional editor type. None of the predictions correlated significantly with the actual New Guard. The first prediction of a "sophisticated big city" editor correlated with both reader types. The second and third editor predictions correlated significantly with the Chefs (see Table 3).

TABLE 3.--Comparison of writer 3's predictions of editor ratings of 40 items with actual editor ratings and with actual reader ratings

	ACTUAL EDITOR TYPES			ACTUAL READER TYPES	
	I TRANSITIONAL-ISTS	II TRADITIONAL-ISTS	III NEW GUARD	I NUTRITION-ISTS	II CHEFS
I-					
R	.5848 s=0.001	-.1154 s=0.239	.1173 s=0.235	.4525 s=0.002	-.0329 s=0.420
Partial R	.2835 s=0.040	.1346 s=0.207	.0168 s=0.459	.3499 s=0.015	.3045 s=0.030
II					
R	.4486 s=0.002	.1986 s=0.110	.0204 s=0.450	.1935 s=0.116	.2395 s=0.068
Partial R	.3201 s=0.023	.3087 s=0.028	-.0290 s=0.431	.0852 s=0.303	.3582 s=0.013
III					
R	.2469 s=0.062	.2452 s=0.064	.0932 s=0.284	-.0419 s=0.399	.3433 s=0.015
Partial R	.3258 s=0.021	.2407 s=0.070	-.0878 s=0.298	-.0277 s=0.433	.3417 s=0.017

Writer A's first prediction of a consumer-oriented editor type neared significance after the partial correlations with the actual Transitional and New Guard types. The second prediction of a non-consumer oriented editor type correlated significantly with the actual

Traditional type. Both predicted editor types correlated significantly with both reader types (see Table 4).

TABLE 4.--Comparison of writer 4's predictions of editor ratings of 40 items with actual editor ratings and with actual reader ratings

	ACTUAL EDITOR TYPES			ACTUAL READER TYPES	
	I TRANSITIONAL-ISTS	II TRADITIONAL-ISTS	III NEW GUARD	I NUTRITION-ISTS	II CHEFS
I					
R	.3578 s=0.012	.0183 s=0.455	.3250 s=0.020	.4026 s=0.005	.3022 s=0.029
Partial R	.2471 s=0.065	.1029 s=0.266	.2275 s=0.082	.2525 s=0.060	.4046 s=0.005
II					
R	-.1287 s=0.214	.3202 s=0.022	-.1987 s=0.109	-.3243 s=0.021	.2987 s=0.031
Partial R	-.0692 s=0.338	.3022 s=0.031	-.1509 s=0.180	-.2674 s=0.050	.2904 s=0.036

Writer 5's first predicted "pedantic older type" correlated significantly with the actual Transitional editor type. The predicted younger, career-oriented editor type correlated significantly before the partialing out of agreement with the Transitional editor type and the Nutritionist reader type (see Table 5).

TABLE 5.--Comparison of writer 5's predictions of editor ratings of 40 items with actual editor ratings and with actual reader ratings

	ACTUAL EDITOR TYPES			ACTUAL READER TYPES	
	I TRANSITIONAL-ISTS	II TRADITIONAL-ISTS	III NEW GUARD	I NUTRITION-ISTS	II CHEFS
I					
R	.2960 s=0.032	.1359 s=0.202	-.1778 s=0.136	-.0470 s=0.387	.1391 s=0.196

TABLE 5.--Continued

	ACTUAL EDITOR TYPES			ACTUAL READER TYPES	
	I TRANSITIONAL-ISTS	II TRADITIONAL-ISTS	III NEW GUARD	I NUTRITION-ISTS	II CHEFS
Partial R	.2744 s=0.045	.1784 s=0.139	-.2278 s=0.082	-.1268 s=0.221	.1532 s=0.176
II R	.6471 s=0.001	-.2463 s=0.063	.2455 s=0.063	.4970 s=0.001	-.0350 s=0.415
Partial R	.1629 s=0.161	.0057 s=0.486	-.1095 s=0.253	.1853 s=0.129	.1889 s=0.125

Writer 6's third prediction of a "lazy" editor type correlated with the actual Transitional editor type. The first prediction of a major market editor correlated with both actual reader types. The second prediction of a secondary market type correlated with the Chefs reader type (see Table 6).

TABLE 6.--Comparison of writer 6's predictions of editor ratings of 40 items with actual editor ratings and with actual reader ratings

	ACTUAL EDITOR TYPES			ACTUAL READER TYPES	
	I TRANSITIONAL-ISTS	II TRADITIONAL-ISTS	III NEW GUARD	I NUTRITION-ISTS	II CHEFS
I R	.2257 s=0.081	.1252 s=0.221	.2294 s=0.077	.3081 s=0.027	.0045 s=0.489
Partial R	.1908 s=0.122	.0832 s=0.307	.2158 s=0.093	.4291 s=0.003	.4273 s=0.003
II R	.0117 s=0.472	.1041 s=0.261	.0945 s=0.281	.0473 s=0.386	-.0665 s=0.342
Partial R	-.2426 s=0.068	.0404 s=0.403	-.0583 s=0.362	-.1014 s=0.269	.2876 s=0.038

TABLE 6.--Continued

	ACTUAL EDITOR TYPES			ACTUAL READER TYPES	
	I TRANSITIONAL-ISTS	II TRADITIONAL-ISTS	III NEW GUARD	I NUTRITION-ISTS	II CHEFS
III					
R	-.0493 s=0.381	.0545 s=0.369	.0112 s=0.473	-.0594 s=0.358	-.0931 s=0.284
Partial R	-.2767 s=0.044	-.0352 s=0.416	-.1647 s=0.158	-.2412 s=0.070	.1576 s=0.169

Writer 7's first prediction of a contemporary food editor correlated significantly with the New Guard before the partial correlations and the Traditionalists after. The second prediction of a traditional editor type correlated significantly with the actual Traditional editor type and both reader types (see Table 7).

TABLE 7.--Comparison of writer 7's predictions of editor ratings of 40 items with actual editor ratings and with actual reader ratings

	ACTUAL EDITOR TYPES			ACTUAL READER TYPES	
	I TRANSITIONAL-ISTS	II TRADITIONAL-ISTS	III NEW GUARD	I NUTRITION-ISTS	II CHEFS
I					
R	-.0493 s=0.381	-.1981 s=0.110	.3337 s=0.018	.2147 s=0.092	-.0653 s=0.344
Partial R	.0652 s=0.347	-.3406 s=0.017	.1111 s=0.250	.1083 s=0.256	-.2527 s=0.060
II					
R	-.1082 s=0.264	.2564 s=0.055	-.1253 s=0.220	-.2995 s=0.030	.2095 s=0.035
Partial R	-.1593 s=0.166	.2929 s=0.035	.0011 s=0.497	-.2517 s=0.061	.3691 s=0.010

Writer 8's first prediction of a less news-oriented editor type correlated significantly with the actual Traditional editor type and before the partial correlations with the Nutritionists reader type. The second prediction of an economy-oriented editor type correlated significantly with actual editor types I and II and before the partials with type III. Title-ratings for this predicted type correlated significantly with both reader types. The third prediction of a gourmet-oriented type correlated significantly with the actual Transitionalist type and near significance with the New Guard. Ratings for this predicted type correlated significantly with both reader types (see Table 8).

TABLE 8.--Comparison of writer 8's predictions of editor ratings of 40 items with actual editor ratings and with actual reader ratings

	ACTUAL EDITOR TYPES			ACTUAL READER TYPES	
	I TRANSITIONALISTS	II TRADITIONALISTS	III NEW GUARD	I NUTRITIONISTS	II CHEFS
I	.1349	.2788	-.1203	-.3227	.0546
R	s=0.203	s=0.041	s=0.230	s=0.021	s=0.369
Partial	.0239	.3133	-.0420	-.2514	.0986
R	s=0.443	s=0.026	s=0.400	s=0.061	s=0.275
II					
R	.5793	.3953	.2968	.4663	.3958
	s=0.001	s=0.006	s=0.031	s=0.001	s=0.006
Partial	.4648	.3928	.1943	.3690	.3682
R	s=0.001	s=0.007	s=0.118	s=0.010	s=0.011
III					
R	.1025	-.0519	-.0138	-.1092	-.2157
	s=0.265	s=0.375	s=0.466	s=0.251	s=0.091
Partial	-.3769	-.1280	-.2578	-.4423	-.3779
R	s=0.009	s=0.219	s=0.257	s=0.002	s=0.009

Since writer 9 did title-rating only for self, accuracy scores could not be obtained.

Agreement scores, a comparison of the writers' self rating of 40 items with the actual editor types' and the actual reader types' ratings of 40 items are seen in Table 9. Writer 1 did not correlate significantly with any of the editor or reader types, but her scores neared significance with the New Guard editor type and the Nutritionists reader type. Self ratings for writer 2 correlated significantly with the Traditionalists editor type and the Nutritionists reader type. The agreement score for writer 3 correlated significantly with the Transitionalists editor type. This writer was closer to the Traditionalists than to the New Guard. Agreement was significant with reader type I, the Nutritionists.

Writer 4's agreement scores were significant with the Transitionalists and near significance with the New Guard. Her agreement with reader type I, the Nutritionists was significant. Writer 5's agreement score was statistically significant with the Transitionalists and the New Guard. Agreement approached significance with the Traditionalists. This writer's agreement with reader type I, the Nutritionists, was also statistically significant. Food writer 6 did not correlate significantly with any of the editor or reader types. This writer approached significant agreement with reader type II, the Chefs. Food writer 7 correlated significantly with the New Guard but with neither reader type. The agreement scores for writer 8 correlated significantly with the Transitionalists and the New Guard. This writer also correlated significantly with the Nutritionists reader type. Writer 9 had agreement scores statistically significant with all three editor types and with both reader types.

TABLE 9.--Agreement scores comparing nine writers' ratings of 40 items to editors' and readers' ratings of 40 items

	ACTUAL EDITOR TYPES			ACTUAL READER TYPES	
	I TRANSITIONAL-ISTS	II TRADITIONAL-ISTS	III NEW GUARD	I NUTRITION-ISTS	II CHEFS
1	.1540 s=0.171	.1393 s=0.196	.2452 s=0.064	.2514 s=0.059	.2077 s=0.099
2	.1214 s=0.228	-.2892 s=0.035	.1489 s=0.180	.2623 s=0.051	-.0855 s=0.300
3	.5428 s=0.001	-.2231 s=0.083	.1291 s=0.214	.3245 s=0.021	-.2321 s=0.075
4	.2968 s=0.031	-.1277 s=0.216	.2611 s=0.052	.3856 s=0.007	-.0736 s=0.326
5	.6368 s=0.001	-.2572 s=0.055	.2841 s=0.038	.4703 s=0.001	-.0887 s=0.293
6	.1528 s=0.173	.0971 s=0.276	.1428 s=0.190	.1133 s=0.243	-.2392 s=0.069
7	-.1300 s=0.212	.0511 s=0.377	.3628 s=0.011	.1955 s=0.113	.4840 s=0.180
8	.6054 s=0.001	.0912 s=0.288	.3233 s=0.021	.3898 s=0.006	.1561 s=0.168
9	.2645 s=0.050	.3962 s=0.006	.3634 s=0.011	.3114 s=0.025	.2769 s=0.042

Agreement scores between editor types and reader types show that the Transitionalists editor type correlated significantly with both reader types. The Traditionalists editor type correlated significantly with reader type II, the Chefs. The New Guard's agreement scores were statistically significant with both reader types (see Table 10).

TABLE 10.--Agreement scores comparing two reader types' ratings of 40 items to three editor types' ratings of 40 items

TABLE 10.--Continued

	ACTUAL EDITOR TYPES		
	I TRANSITIONAL-ISTS	II TRADITIONAL ISTS	III NEW GUARD
I	.6043 s=0.001	.1236 s=0.224	.5292 s=0.001
II	.4142 s=0.004	.5852 s=0.001	.3891 s=0.007

Discussion

The remainder of this manuscript reviews the questions which were stated at the start of this study and the research questions which helped define the framework of this study. In reviewing these questions in light of the research results, suggestions will be made as to how food writers can effectively use this information.

There is more than one type of newspaper food editor in terms of news judgments. Editors have been described as Transitionalists, Traditionalists, and New Guard. Food news preferences do vary with these types.

The Transitionalist editor type is the food editor of the "second" newspaper in larger cities or the food editor of a newspaper in middle-sized cities. According to their title-rating, this type is very interested in nutrition, canning and economy items. This type's strong interest in nutrition shows that these editors have shifted their food news emphasis away from traditional types of food news such as recipes and menus. In their strength of interest in nutritional items they seem to have overlooked recipes and gourmet food items. Thus they do not show the depth of food interests the New Guard seems to display. The Traditionalists

are the food editors who work on medium sized newspapers in small towns. Their papers' serve large areas, sometimes encompassing several counties. These editors are interested in recipes and menus; they are not interested in nutrition. These editors like recipes to be simple and inexpensive. Food laws, food additives and similar information about food do not appeal to the Traditionalists. Interestingly enough, about one-third of these editors did list nutrition as a topic of interest to them. But in the title-rating, nutrition items received low marks.

The New Guard food editors represent the big cities and the big circulation newspapers. This type is interested in nutrition, but they are selective about their news judgments. They are interested in gourmet cooking as opposed to simple and practical recipes and menus, and yet they are economy minded. More editors in this type listed an interest in gourmet and wine, food additives, food laws and consumer education than either of the other two types. All three types share an interest in economy suggesting that they are all aware that this category is of great concern to their readers.

Food writers using this information can write copy keeping these editor types in mind. Instead of issuing general releases to all food editors, we would suggest preparing releases with three variations to better meet the needs and interests of the editor type for which the release is intended. The writers could incorporate new food and nutrition information into their releases for the Transitionalists and the New Guard. Nutritional information could be the thrust of some of the releases to these types with products and recipes being incorporated as an integral but secondary part.

Since the Traditionalists like recipes and menus, food copy to them should concentrate on filling that editor predisposition. The recipe and menu suggestions should be kept easy and practical, the ingredients should be simple and easy to find. Nevertheless the recipes and copy must have an overall appeal. All three editor types presented concerned, hardworking and able profiles, no matter which emphasis they place on food news. The New Guard also showed an interest in recipes and menus, but a more sophisticated approach would be in order for this editor type.

In addition to varying food copy according to editor types, writers should consider varying food copy according to regions of the country. Regionality is often stressed by food editors and if prepared copy fits into the area where it is received, its chance of placement will be improved over a non-regional piece of food news. Since economy is of interest to all three types, it should be used often as a vehicle to publicize food. The economical and nutritional characteristics of products should be thoroughly investigated and then presented in an overall quality way. A good photo will help acceptance and placement, as a majority of the editors has said that it would.

Only generic names of products should be used. Most food writers have gotten away from the use of brand names with the realization that food editors do not like to use them. At least that is what a number of editors noted on their questionnaire. The problem of being suspect of inherent bias may possibly be overcome by writers if they choose topics such as nutrition, economy, recipes or new food findings as the major thrust of their food copy. Of course their product must have an integral role within, for example, a nutrition story. A food release could discuss

the average adult requirements of certain nutrients. That nutrition information could be followed by a discussion of how product X was an economical and convenient way to fulfill those nutritional needs.

It was found that food news readers are of two types according to their food news interests, "Nutritionists" or nutrition and food information-oriented readers and "Chefs" or recipe and menu-oriented readers. Both types are interested in economy so food copy emphasizing economy might be suitable for both types of readers. Food writers, realizing that their reading audience is of two types can write food copy that appeals to either or both types. It is helpful for writers to know that the Transitionalists and New Guard editor types have title-ratings similar to both reader types. The Traditionalists correlate significantly with the Chefs reader type only. Nutrition information alone will appeal to roughly half an audience and to two of three editor types. Recipe ideas alone appeal to about half of the readership and to one or two editor types. A release that combines both recipes and nutrition has a better chance of appealing to most readers and editors.

Food copy that does not hone in on reader or editor interests will not be successful. For example, "April is National Artichoke Month" was a seasonal item in the title-rating that had low appeal to both reader types and all three editor types. This item mentions only the product itself. It should be written in a way that emphasizes the gourmet or nutritional aspects of artichokes. Within the release mention could be made that it was National Artichoke Month. Possibly the convenience of artichoke availability or low cost due to availability could be other ways of saying that "April is National Artichoke Month". Since party ideas did not appeal to either reader type, food writers wanting to use party ideas as a vehicle

for publicizing products should write about low cost party ideas or nutritional party ideas. This same principle of writing about the major reader and editor interests can be repeated for all food news categories in an effort to increase overall writing effectiveness.

Food writers are aware that there are several editor types and that food news judgments vary with these types. Most writers perceive a traditional and a contemporary editor type and they see themselves more like the contemporary editors. Their perception of contemporary editors, however, is more closely correlated with the Transitionalists than the New Guard. A research question asked if food writers can accurately predict the types of food editors that exist. The accuracy scores give the answer: seven of nine writers accurately predicted the news judgments of at least one food editor type. Eight writers predicted editor ratings which correlated significantly with the interests of readers.

Do food writers agree with the news judgments of food editors? All but two writers correlate significantly with at least one editor type. Two writers correlate significantly with two editor types and one writer correlates with all three types. The key to writer effectiveness, however, is not in having the same news judgments as food editors but in knowing what the editor news judgments are. Writers should be aware that the major market food editors are interested in both food information and food recipes. The small town editors and the middle-sized town or second newspapers in cities editors have more polarized news judgments.

Comparing the writers' agreement scores with the readers' ratings show that five of nine writers correlate significantly with the Nutritionists type and one correlates significantly and two near significance with the Chefs reader type. The writers should know that their news judgments should

be sensitive to both reader types. Awareness and accommodation of discrepancies in agreement can lead to more effective food writing.

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